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**Alfa Romeo FIAT of Winter Haven dealership in Winter Haven, Fl. and earns the 2020 Customer First Award for Excellence**

FCA US LLC recently announced that Alfa Romeo FIAT of Winter Haven has earned the Customer First Award for Excellence (CFAFE) designation in 2020.

The Alfa Romeo FIAT dealership achieved the highest level of customer experience recognition as certified by J.D. Powers in the CFAFE five core areas: Customer Treatment, Employee Engagement, Facilities, Processes and Training Certification.

FCA US created the Customer First Award for Excellence with its dealer partners and J.D. Power to improve customer satisfaction with Chrysler, Jeep, Dodge, Ram, FIAT and Alfa Romeo dealerships in the United States with a specific focus on sales, employee training, facility condition and service experience.

 Over 2,500 Chrysler, Jeep, Dodge, Ram and FIAT dealerships are eligible to pursue and earn this prestigious award on an annual basis. Dealerships achieved stringent goals to earn the coveted designation.

"The Customer First Award for Excellence award is clear evidence of our dealer team’s everyday dedication and commitment to their customers”, said Van Walters, general manager of Alfa Romeo FIAT of Winter Haven. “Team members worked together to deliver the highest levels of process and procedure to ensure an increase in customer satisfaction.”

"Automotive customers today have higher expectations of the shopping and ownership experience, and our Customer First Award for Excellence dealers are meeting – and exceeding – those expectations,” said Reid Bigland, Head of U.S. Sales.

" All our dealerships are dedicated to provide an exceptional customer experience for our vehicle owners. This requires a relentless dedication to excellence every business day for every one of our employees," concluded Michael Mahalak. “I am proud that Alfa Romeo FIAT of Winter Haven has been recognized as one of the best of the bests for their commitment to customer service.”

**About the Mahalak Auto Group:** Ralph Mahalak Sr. opened his auto dealership in Monroe, Michigan in 1966. He was dedicated to providing reliable products and services to his community. In 1991, he handed over his business skills and motivation to his four sons, Ralph Jr, Mike, JP, and Alex. Now, the four brothers run six different family owned and operated dealerships committed to their communities. Four of which are in Florida. Dodge, Chrysler, Jeep, Ram of Winter Haven, Alfa Romeo Fiat of Winter Haven, Posner Park Chrysler, Dodge, Jeep, Ram, Fiat in Davenport and Lake Wales Chrysler, Dodge, Jeep, Ram. In Monroe MI, the Monroe Superstore, carries Dodge, Chrysler, Jeep, RAM. The Buckeye Superstore in Shelby OH, carries Dodge, Chrysler, Jeep, RAM, Fiat.

**About FCA US LLC**
FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: [FCAU](http://studio-5.financialcontent.com/prnews?Page=Quote&Ticker=FCAU)/ MTA: FCA).

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU"

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